

Implementation of the strategy: Problems and solutions

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Abstract

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. The paper deals with the implementation of the strategy as a key element of the strategic process. Developed organizational and management mechanism of the process of implementation of the strategy involves the exercise of choice of methods and resources management in accordance with the nature of the factors of internal processes (capacity) of the enterprise and the external environment in which it operates, and to exercise control on the basis of information on the implementation of the organization's processes and stakeholder satisfaction in accordance with the principles of quality management. To evaluate the effectiveness of the implementation of a procedure for strategic verification. Statistical processing of the data obtained by the method of rank correlation has identified strategic indicators, most affecting the level of strategic impact. Integrated use of expert and mathematical processing of information provides a more complete picture of the impact of the implementation of the strategy.

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Keywords

Implementation strategy, Strategy, The effectiveness of implementation